

South Carolina Statewide Lodging Outlook Report
March 2017

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: March 2017	March 2017	% Chg	March 2017	% Chg	March 2017	% Chg	% Chg	% Chg	% Chg
United States	68.0%	2.6%	\$127.79	2.4%	\$86.93	5.1%	7.1%	1.9%	4.6%
South Atlantic**	73.7%	2.0%	\$136.17	1.4%	\$100.35	3.5%	5.1%	1.6%	3.6%
South Carolina	70.3%	2.8%	\$108.03	4.8%	\$75.97	7.8%	9.2%	1.3%	4.2%
Year-to-Date: January through March 2017	Jan-Mar 2017	% Chg	Jan-Mar 2017	% Chg	Jan-Mar 2017	% Chg	% Chg	% Chg	% Chg
United States	61.1%	0.9%	\$124.27	2.5%	\$75.92	3.4%	5.4%	1.9%	2.8%
South Atlantic**	66.2%	1.4%	\$129.80	2.1%	\$85.94	3.6%	5.2%	1.6%	3.0%
South Carolina	59.5%	2.4%	\$97.11	4.2%	\$57.80	6.7%	8.1%	1.3%	3.7%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		April 2017	May 2017	Jun 2017
STR, Inc. <i>From January 2017 Forecast Report</i>	Occupancy Forecast	70.2%	66.0%	74.0%
	% Chg vs same month in 2016	-0.1%	1.4%	-0.1%
TravelClick <i>From Bookings as of 4/02/17</i>	Occupancy from Current Bookings	36.3%	16.2%	10.1%
	% Chg vs same month in 2016	6.0%	7.5%	9.0%

Source: STR, Inc. and TravelClick